

Press release

3rd July 2013

FOR IMMEDIATE RELEASE

CLEARVIEW TRAFFIC ENTERS THE SMART PARKING MARKET

Clearview Traffic Group is pleased to announce that following our successful expansion into the traffic signals market over the last four years with our M100 and M100BR wireless vehicle detection products designed to enable smarter traffic management and ease congestion through more responsive phasing at traffic junctions, we are now entering the smart parking market with a range of solutions designed to maximise the effective use of existing parking capacity.

Talking about the new market opportunity, Nick Lanigan, Managing Director at Clearview Traffic says "Hunting for an available parking space these days is a growing source of driver frustration, as well as a major contributor to congestion and environmental pollution in many major towns and cities across the UK. Because of this adverse impact on the economy, the opportunity to provide smarter solutions to the parking market was identified early on in our work with Dr Stephen Ladyman as a core strand to our vision of keeping traffic moving both now and in our cities of the future. Expansion into this market and moving beyond our traditional loop-based technologies to leverage our core competence and expertise in the application of wireless sensor technologies to offer smarter, more practical parking solutions is the next logical step."



The M300 is the first product to enter this market from the Golden River stable, with additional products planned for later this year to supply a complete range of offerings to support both on and off-street parking in a wide range of applications including:

- Retail and lorry parks, motorway service areas
- Multi-storey car parks
- Zone signing and dynamic parking charging
- Taxi ranks and loading bays

We are already working with a number of established technology partners from the smart parking market and are happy to work with others to ensure that we can provide the most flexible and best of breed, open standard solutions to the market. We are also immersing ourselves in the industry through active participation in a number of parking industry events throughout the year and becoming members of the British Parking Association.

In addition, we have recently enlisted the services of a seasoned Parking market professional, Paul Richardson. With over 25 years' experience in the traffic and parking markets, working for leading parking system manufacturers in engineering and sales roles, Paul brings with him a wealth of knowledge which we are already sharing amongst the rest of our team to enhance the service we can provide to our customers.

The M300 range joins the Golden River range of smart solutions aimed at meeting today's transport challenges as well as supporting cities of the future; clear evidence of our continued commitment to improving road safety, keeping traffic moving and saving lives.

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About Clearview Traffic:

Clearview Traffic brings together over 50 years of combined road safety and traffic data collection expertise in our multi-award winning brands: Astucia and Golden River. These brands are known and respected worldwide as pioneers and leaders in the field of Intelligent Transportation Systems (ITS), delivering innovative solutions that help reduce casualties on the world's roads, reduce congestion and safely increase the capacity and effectiveness of road networks.

Clearview Traffic Brands:

Astucia

The award winning market innovator for intelligent road studs

Golden River

A comprehensive range of intuitive, cost effective and sustainable traffic data management solutions, a leader in the field of automated traffic counting and classifying